



**e-Rewards' President and CEO, Chris Havemann, Leaving to Pursue New Opportunities**

*Research Now co-founder to move on after eleven years*

Plano, TX – July 27, 2011 – e-Rewards, Inc. (“e-Rewards”) today announced that President and CEO Chris Havemann, has decided to leave the business to pursue new opportunities, but will continue to serve as president and CEO until a replacement is selected.

In announcing his planned departure, Chris Havemann said, “A decision like this is always a tough one to make, but after eleven years, I am confident the time is right. We have now successfully completed the integration of the Research Now acquisition as well as subsequent acquisitions, the business is performing well and we expect healthy growth to continue this year. I couldn't be more proud of this company, our great people and the work they do to serve our clients worldwide.”

e-Rewards Chairman Don Carty commented: “Chris’s vision and leadership over the last 18 months (and previously as co-founder and CEO of Research Now) has helped transform e-Rewards into a global business, well positioned for continued and future growth. On behalf of the board, I’d like to thank Chris for all his contributions. We have begun the recruitment process to find a successor, which we expect to take through the end of the year. Until then, it will be business as usual to ensure a smooth transition.”

Havemann, co-founder of e-Rewards’ subsidiary, Research Now, was appointed president and CEO of the business following e-Rewards’ acquisition of Research Now in December 2009.

**About e-Rewards, Inc.**

e-Rewards, Inc. is a global leader in permission-based digital data collection and reporting, headquartered in Plano, Texas. With over 1,000 employees worldwide, the company operates through its subsidiaries Research Now, e-Miles, Peanut Labs and Conversion Strategies. For more information, visit [www.e-rewardsinc.com](http://www.e-rewardsinc.com).

###

Press Contact:

Ashley Harlan

VP, Corporate Communications

+1 214-365-7624

[aharlan@e-rewards.com](mailto:aharlan@e-rewards.com)